I.   IN THE CLAIMS

1. (Currently Amended)   ~~A computer-implemented method for increasing the likelihood that a first low relevance promotion will be exercised by a consumer, comprising:~~

~~receiving identification information from said consumer;~~

~~determining a category purchase history of said consumer using said received identification information;~~

~~selecting a second promotion determined to be more relevant to said consumer identified by said identification information based upon said category purchase history of said consumer; and~~

~~pairing said first low relevance promotion with said second promotion.~~

A computer-implemented method for increasing the likelihood that a first promotion for purchase of an item of a first product or purchase of an item in a first product category will be exercised by a first consumer, comprising:

storing, with at least one processor, in a database in a computer memory, product purchase history information, wherein said product purchase history information indicates identification information for consumers associated with purchase of items of products by said consumers, such that each identification information for each consumer is associated with identification of previous purchase of items of products by that consumer;

storing, with said at least one processor, in a database in a computer memory, a plurality of promotions, wherein each one of said plurality of promotions includes in association with one another at least: promotion record identifier, promotion product identity, category of said promotion product, and value of promotion;

storing, with said at least one processor, in a database in a computer memory, promotion relevance criteria for determining relevance of promotions;

determining, with said at least one processor, a first consumer first product category purchase determination, wherein said first consumer first product category purchase determination indicates whether said product purchase history information associated in a database with a first consumer identification information for said first consumer indicates prior

purchase by said first consumer of either an item of said first product or of an item in said first product category;

only if said first consumer first product category purchase determination indicates no prior purchase by said first consumer of either an item of said first product or of an item in said first product category, storing, with said at least one processor, in a database in a computer memory in association with said first consumer identification information, said first promotion;

determining, with said at least one processor, a second promotion selected from said plurality of promotions which has a relatively high relevance for said first consumer, using (1) said promotion relevance criteria, (2) said plurality of promotions, and (3) at least one of said product purchase history information for said first consumer, demographics information about said first consumer, and exercised promotions exercised by said first consumer; and

storing, with said at least one processor, said first promotion and said second promotion in association with said first consumer identification information;

providing, via an output device, said first promotion and said second promotion to said first consumer;

receiving, via at least one input device at a POS during a purchase transaction, said first consumer identification information, said first promotion, said second promotion, and product identifications of items of products being purchased;

determining, with said at least one processor, during said purchase transaction, a promotion qualification indicating if a first product item associated with said first promotion and a second product item associated with said second promotion have been received via said at least one input device at said POS during said purchase transaction; and

only if said promotion qualification indicates that both said first product item and said second product item were received via said at least one input device at said POS during said purchase transaction, with said at least one processor, deducting from a charge for said purchase transaction a value of promotion associated with said second promotion and a value of promotion associated with said first promotion.

2. (Currently amended) The computer-implemented method according to claim 1, wherein said ~~category purchase history~~ purchase history information comprises a frequency of purchases in a product category.

3. (Currently amended) The computer-implemented method according to claim 1, wherein said ~~category purchase history~~ purchase history information comprises a number of purchases in a product category.

4. (Canceled).

5. (Canceled).

6. (Canceled).

7. (Canceled).

8. (Canceled).

9. (Canceled).

10. (Canceled).

11. (Currently Amended) The computer-implemented method according to claim 1 wherein said providing comprises printing both said first promotion and said second promotion on a sheet of paper ~~any one of claims 1, 4, or 7, wherein said pairing step comprises printing both said first low relevance promotion and said second promotion on a sheet of paper~~.

12. (Currently Amended) The computer-implemented method according to ~~any one of~~

~~claims 1, 4, or 7,~~ claim 1 wherein said first ~~low relevance~~ promotion and said second promotion are promotions for discounts on purchases of products in a packaged goods industry.

13. (Currently Amended) The computer-implemented method according to ~~any one of claims 1, 4, or 7,~~ claim 1 wherein said first ~~low relevance~~ promotion and said second promotion are for goods from a same promoter.

14. (Currently Amended) The computer-implemented method according to ~~any one of claims 1, 4, or 7,~~ claim 1 wherein said first ~~low relevance~~ promotion and said second promotion are for goods from different promoters.

15. (Currently Amended) The computer-implemented method according to ~~any one of claims 1, 4, or 7,~~ claim 1 wherein said first ~~low relevance~~ promotion is for a new product.

16. (Currently Amended) The computer-implemented method according to ~~any one of claims 1, 4, or 7,~~ claim 1 wherein said first promotion is for a new product, and wherein said new product is new to a store in which said first promotion is being offered.

17. (Currently Amended) The computer-implemented method according to ~~any one of claims 1, 4, or 7,~~ claim 1 wherein said first promotion is for a product that said consumer has not previously purchased. ~~wherein said new product is new to said consumer.~~

18. (Currently Amended) The computer-implemented method according to ~~any one of claims 1, 4, or 7,~~ claim 1 wherein said first promotion is for a new product, and wherein said new product is newly developed.

19. (Currently Amended) ~~The computer-implemented method according to any one of claims 1, 4, or 7, further comprising:~~

~~selecting a third promotion determined to be more relevant to said consumer identified by~~

~~said identification information; and~~

~~pairing said third promotion with said first low relevance promotion and said second promotion.~~

The computer-implemented method according to claim 1 further comprising:

selecting, with said at least one processor, from said plurality of promotions, a third promotion determined to be ~~more~~ relevant to said first consumer; and

pairing said third promotion with said first promotion and said second promotion.

20.   (Canceled).

21.   (Canceled).

22.   (Canceled).

23. (Currently amended) ~~A system for increasing the likelihood that a first low relevance promotion will be exercised by a consumer, comprising:~~

~~an identification input device configured to receive identification information from said consumer;~~

~~a promotion usage database including a promotion usage denominator of said consumer, said promotion usage denominator queried by said received identification information;~~

~~a potential second promotion database including a plurality of potential second promotions; and~~

~~a processor configured to select a second promotion having a high relevance to said consumer from said plurality of potential second promotions based on said promotion usage denominator and to pair said second promotion with said first low relevance promotion.~~

A computer system for increasing the likelihood that a first promotion for purchase of an item of a first product or purchase of an item in a first product category will be exercised by a first consumer, comprising:

at least one processor, for storing, in a database in a computer memory, product purchase

history information, wherein said product purchase history information indicates identification information for consumers associated with purchase of items of products by said consumers, such that each identification information for each consumer is associated with identification of previous purchase of items of products by that consumer;

said at least one processor, for storing, in a database in a computer memory, a plurality of promotions, wherein each one of said plurality of promotions includes in association with one another at least: promotion record identifier, promotion product identity, category of said promotion product, and value of promotion;

said at least one processor, for storing, in a database in a computer memory, promotion relevance criteria for determining relevance of promotions;

said at least one processor, for determining, a first consumer first product category purchase determination, wherein said first consumer first product category purchase determination indicates whether said product purchase history information associated in a database with a first consumer identification information for said first consumer indicates prior purchase by said first consumer of either an item of said first product or of an item in said first product category;

said at least one processor, for storing, only if said first consumer first product category purchase determination indicates no prior purchase by said first consumer of either an item of said first product or of an item in said first product category, in a database in a computer memory in association with said first consumer identification information, said first promotion;

said at least one processor, for determining, a second promotion selected from said plurality of promotions which has a relatively high relevance for said first consumer, using (1) said promotion relevance criteria, (2) said plurality of promotions, and (3) at least one of said product purchase history information for said first consumer, demographics information about said first consumer, and exercised promotions exercised by said first consumer; and

said at least one processor, for storing, said first promotion and said second promotion in association with said first consumer identification information;

an output device, for providing, said first promotion and said second promotion to said first consumer;

at least one input device at a POS, for receiving, during a purchase transaction, said first consumer identification information, said first promotion, said second promotion, and product identifications of items of products being purchased;

said at least one processor, for determining, during said purchase transaction, a promotion qualification indicating if a first product item associated with said first promotion and a second product item associated with said second promotion have been received via said at least one input device at said POS during said purchase transaction; and

said at least one processor, for deducting, only if said promotion qualification indicates that both said first product item and said second product item were received via said at least one input device at said POS during said purchase transaction, from a charge for said purchase transaction a value of promotion associated with said second promotion and a value of promotion associated with said first promotion.

24.   (Canceled).

25.   (Canceled).

26.   (Canceled).

27. (Currently Amended) A computer readable medium containing program instructions for execution on a computer system, which when executed by the computer system, cause the computer system to perform the method recited in claim 1. ~~any one of claims 1 to 9 and 26.~~

28.   (Canceled).

29.   (Canceled).

30.   (Canceled).

31. (Canceled).

32 (Canceled).

33. (Canceled).

34. (Canceled).

35. (Canceled).

36. (Currently Amended) The method of claim 1 wherein said ~~pairing~~ <u>providing</u> comprises displaying together said first ~~low relevance~~ promotion with said second promotion.

37. (Canceled).

38. (Canceled).

39. (Canceled).

40. (Canceled).

41. (Canceled).

42. (Canceled).

43. (Canceled).

44. (Currently Amended) The system of claim ~~21~~ <u>23</u> wherein said <u>providing</u> ~~paring~~ comprises displaying together said first ~~low relevance~~ promotion with said second promotion.

45.   (Canceled).

46.   (Canceled).

47.   (Canceled).

48.   (Currently amended) The system of claim 23 wherein said providing ~~pairing~~ comprises displaying together said first low relevance promotion with said second promotion.

49.   (Canceled).

50.   (Canceled).

51.   (Canceled).

52.   (Canceled).

53.   (Canceled).

54.   (Canceled).

55.   (Canceled).

56.   (Canceled).

57.   (Canceled).

58.   (Canceled).

59.   (Canceled).

60.   (Canceled).

61.   (Canceled).

62.   (Canceled).

63.   (Canceled).

64.   (Canceled).